

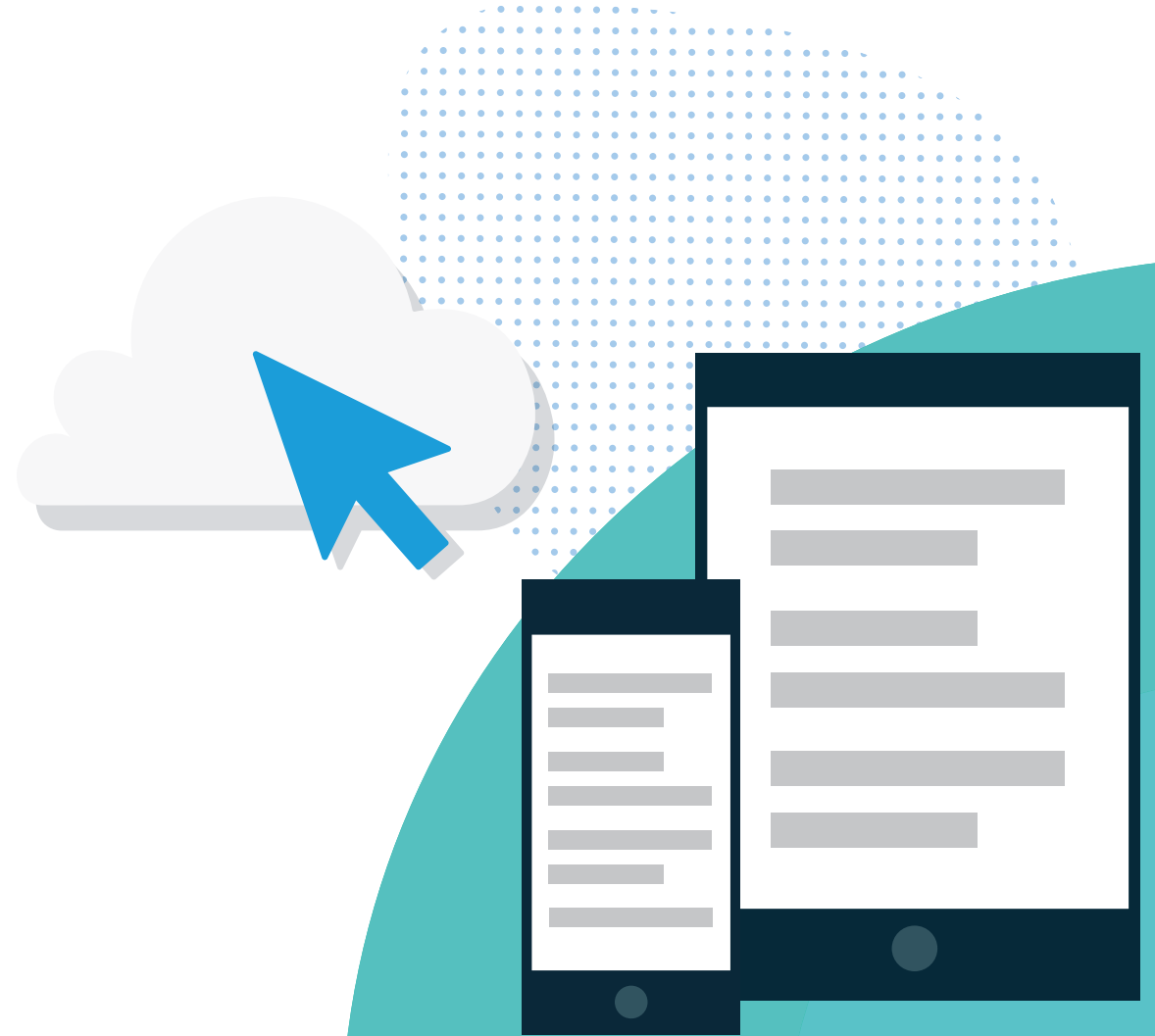
# What is Network Continuity?

## Why Does it Matter for Small Businesses?



# Today's businesses rely on technology more than ever.

Innovations like cloud-based applications, VoIP, and mobile keep things moving...as long as they're working properly.



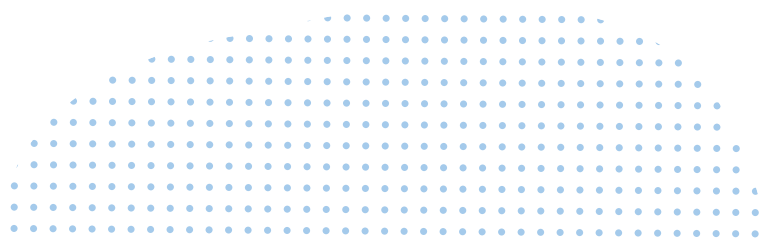


**At the heart of all technology is the network. Without it...**

- Business stops
- Communication stops
- Transactions stop
- Money is lost

# Network downtime can be a real-life nightmare for any business.

Fortunately, always connected networking has arrived to help businesses stop losing sleep over this issue.





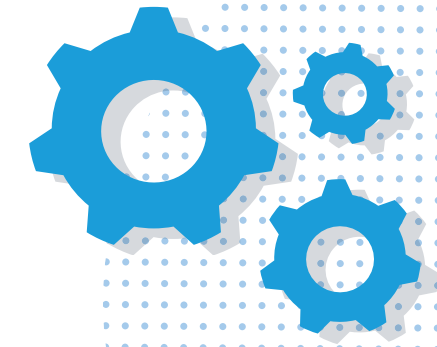
Always connected networking equipment - AKA "Network Continuity" - was designed with a mission to end network downtime.

**So what exactly is  
Network Continuity?**

Network Continuity is NEVER having to worry about your Internet service. That's right: seamless, uninterrupted, always connected network operation.

**How is this accomplished?**

**No, not by magic...**





Network Continuity is achieved by something pretty tangible:

**A fully integrated 4G LTE failover and failback.**

This means:

**Always available cloud management, WiFi roaming, self-healing powers, hardened security, and built-in safeguards for maximum uptime.**

As a business owner, why should you care?

Two words:

**Your Customers**





**Networks can make or break a small  
or mid-sized business's reputation with  
its customers.**



Lost network connections result in poor business performance and customer satisfaction suffers.

**Imagine you're a hotel whose WiFi goes down. Your business travel guests wouldn't be too pleased.**



“New technology changes the nature of competition.”

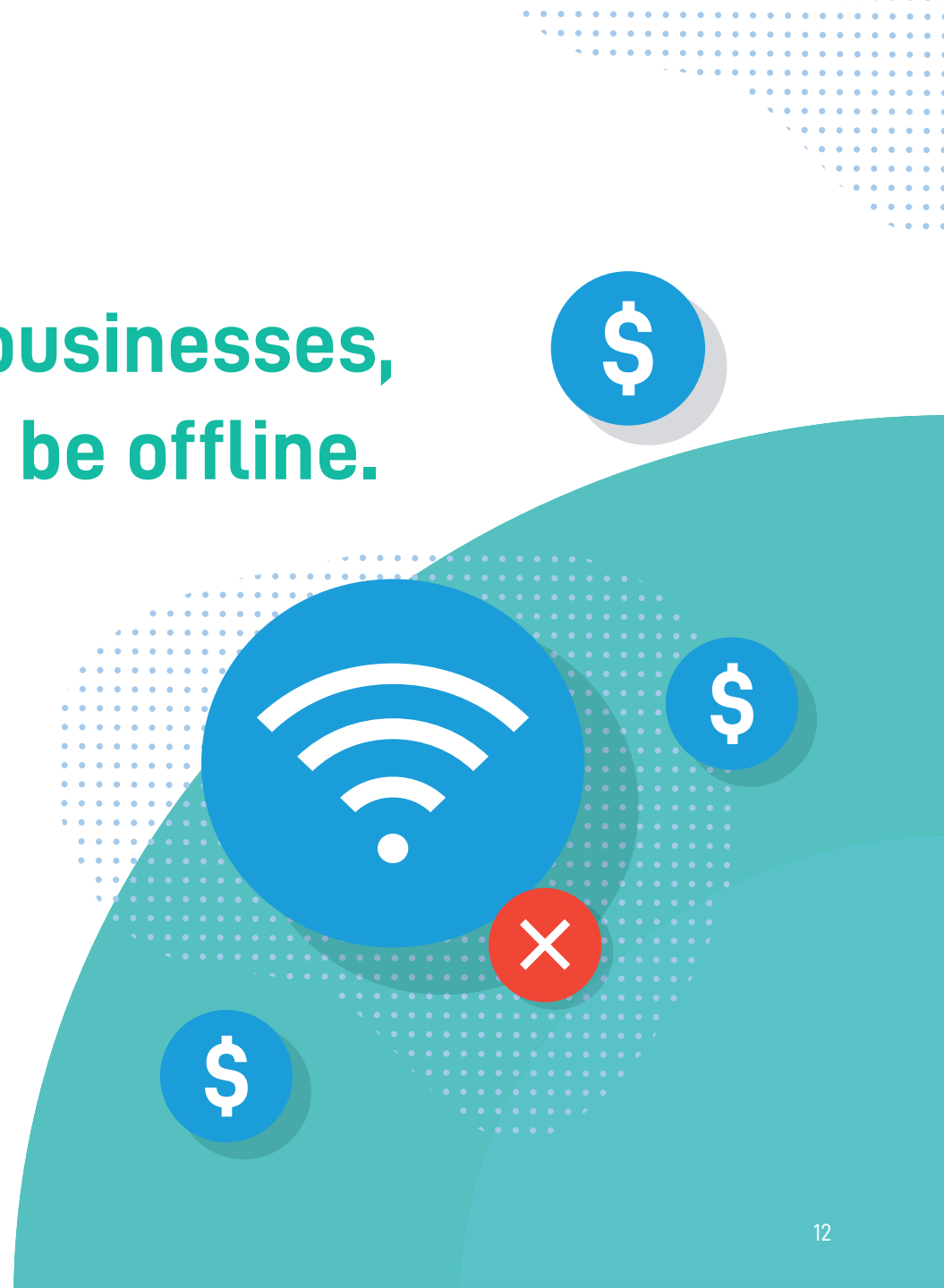
Network Continuity gives SMBs an advantage over the competition.

**Michael Porter from the Harvard Business Review once said...**

## The Bottom Line:

In today's competitive landscape, businesses, no matter their size, can't afford to be offline.

We have a networking solution that is always connected. Our high performance product line provides businesses with peace of mind and the confidence that the network will be there when they need it. **It's that simple.**



# Want to learn more?

Give me a call today or visit our website  
for more information.

